

Rep Order# 6809909 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 100305  
EC'd Yes Last Received: Printed: 04/16/2012 2:50 PM

1 of 6

Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ).NRSC Product NRSC 2012

Estimate#

Buyer JESSICA MURRAY

Phone#

Fax#

Agency ( ) STRATEGIC MEDIA SVCS  
3299 K STREET NW SUITE #200  
WASHINGTON, DC 20007

Agency CPI/P2/E

Flight Dates 10/10/2012 - 10/16/2012

Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

#### Showing Buylines: All Lines

#### — CONTRACT COMMENT —

SC=\*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	W-F		6A-7A		:30	\$700.00	10/10-10/12	3	1	3	\$2,100.00	
2	M-TU		6A-7A		:30	\$700.00	10/15-10/16	2	1	2	\$1,400.00	
3	M-TU		7A-9A		:30	\$900.00	10/15-10/16	4	1	4	\$3,600.00	
4	W-F		7A-9A		:30	\$900.00	10/10-10/12	6	1	6	\$5,400.00	
5	W-F		9A-10A		:30	\$425.00	10/10-10/12	3	1	3	\$1,275.00	
6	M-TU		9A-10A		:30	\$425.00	10/15-10/16	2	1	2	\$850.00	
7	M-TU		10A-11A		:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
8	W-F		10A-11A		:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
9	W-F		11A-12P		:30	\$325.00	10/10-10/12	6	1	6	\$1,950.00	
10	M-TU		11A-12P		:30	\$325.00	10/15-10/16	4	1	4	\$1,300.00	
				Buyline Comment:								
				Buyline Comment:	TODAY							
				Buyline Comment:	RR							
				Buyline Comment:	RR							

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ECD Yes

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## Showing Buylines: All Lines

## Lines

Station	KSNV-TV LAS VEGAS, NV.	Agency	( ) STRATEGIC MEDIA SVCS	Rep Firm
Advertiser	( ) NRSC	Sales Office	( ) PHILADELPHIA	
Product	NRSC 2012	Salesperson	( ) AMY MCCREARY	
Estimate#		Flight Dates	10/10/2012 - 10/16/2012	
Buyer	JESSICA MURRAY	Hiatus Weeks		
Phone#				
Fax#				
LT	In	Day	Time	Program
Len				
Rate				
Dates				
Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
11	M-TU	12P-1230P		Buyline Comment: NEWS
			:30	\$425.00 10/15-10/16
12	W-F	12P-1230P		Buyline Comment: NEWS
			:30	\$425.00 10/10-10/12
13	W-F	1230P-1P		Buyline Comment: NEWS
			:30	\$325.00 10/10-10/12
14	M-TU	1230P-1P		Buyline Comment: AGENDA
			:30	\$325.00 10/15-10/16
15	M-TU	2P-3P		Buyline Comment: DRS
			:30	\$325.00 10/15-10/16
16	W-F	2P-3P		Buyline Comment: DRS
			:30	\$325.00 10/10-10/12
17	W-F	3P-4P		Buyline Comment: PHIL
			:30	\$450.00 10/10-10/12
18	M-TU	3P-4P		Buyline Comment: PHIL
			:30	\$450.00 10/15-10/16
19	M-TU	4P-430P		Buyline Comment: NEWS
			:30	\$700.00 10/15-10/16
20	W-F	4P-430P		Buyline Comment: NEWS
			:30	\$700.00 10/10-10/12
21	W-F	430P-5P		Buyline Comment: NEWS
			:30	\$700.00 10/10-10/12

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Showing Buylines: All Lines

Station Advertiser Product	KSNV-TV LAS VEGAS, NV. ( ) NRSC NRSC 2012	Agency Agency C/P1/P2/E	( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Rep Firm Sales Office Salesperson	( ) PHILADELPHIA ) AMY MCCREARY							
Estimate# Buyer Phone# Fax#	JESSICA MURRAY	Flight Dates Hiatus Weeks	10/10/2012 - 10/16/2012	Salesperson Phone# Salesperson FAX#	215-568-6540 215-568-1845							
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
22	M-TU		430P-5P	Buyline Comment: NEWS	:30	\$700.00	10/15-10/16	2	1	2	\$1,400.00	
23	M-TU		5P-630P	Buyline Comment: NEWS	:30	\$1,100.00	10/15-10/16	2	1	2	\$2,200.00	
24	W-F		5P-630P	Buyline Comment: NEWS	:30	\$1,100.00	10/10-10/12	3	1	3	\$3,300.00	
25	W-F		7P-730P	Buyline Comment: JEP	:30	\$1,200.00	10/10-10/12	3	1	3	\$3,600.00	
26	M-TU		7P-730P	Buyline Comment: JEP	:30	\$1,200.00	10/15-10/16	2	1	2	\$2,400.00	
27	M-TU		730P-8P	Buyline Comment: WHEEL	:30	\$1,200.00	10/15-10/16	2	1	2	\$2,400.00	
28	W-F		730P-8P	Buyline Comment: WHEEL	:30	\$1,200.00	10/10-10/12	3	1	3	\$3,600.00	
29	W-F		11P-1135P	Buyline Comment: NEWS	:30	\$1,100.00	10/10-10/12	3	1	3	\$3,300.00	
30	M-TU		11P-1135P	Buyline Comment: NEWS	:30	\$1,100.00	10/15-10/16	2	1	2	\$2,200.00	
31	M-TU		1135P~ 1235A	Buyline Comment: TON SHOW	:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
32	W-F		1135P~ 1235A	Buyline Comment: TON SHOW	:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	

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Station Advertiser Product Estimate#	KSNV-TV LAS VEGAS, NV. ( ) NRSC NRSC 2012	Agency Agency C/P1/P2/E Flight Dates Hiatus Weeks	( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY								
Buyer Phone# Fax#	JESSICA MURRAY	Flight Dates Hiatus Weeks	Salesperson Phone# Salesperson FAX#	215-568-6540 215-568-1845								
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	Buyline Comment: LOSER	---	---	---	---	---	---	---	---
34	W		10P-11P	Buyline Comment: L&O	:30	\$3,200.00	10/10-10/10	1	1	1	\$3,200.00	
35	SA		6A-7A	Buyline Comment: NEWS	:30	\$350.00	10/13-10/13	1	1	1	\$350.00	
36	SA		7A-9A	Buyline Comment: SAT TODAY	:30	\$600.00	10/13-10/13	1	1	1	\$600.00	
37	SA		9A-930A	Buyline Comment: NEWS	:30	\$500.00	10/13-10/13	1	1	1	\$500.00	
38	M-TU		430A-459A	Buyline Comment: EARLY TODAY	:30	\$200.00	10/15-10/15	1	1	1	\$200.00	
39	M-TU		630P-7P	Buyline Comment: FACE	:30	\$900.00	10/15-10/16	2	1	2	\$1,800.00	
40	SA		7P-8P	Buyline Comment: WH/JEP	:30	\$325.00	10/13-10/13	1	1	1	\$325.00	
41	SA		10P-11P	Buyline Comment: SVU	:30	\$1,000.00	10/13-10/13	1	1	1	\$1,000.00	
42	SA		11P-1135P	Buyline Comment: NEWS	:30	\$1,400.00	10/13-10/13	1	1	1	\$1,400.00	
43	SA		1135P-1A	Buyline Comment: SNL	:30	\$1,400.00	10/13-10/13	1	1	1	\$1,400.00	

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Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) NRSC

Product NRS/C 2012

Estimate# JESSICA MURRAY

Buyer Phone#

Fax#

LT In Day Time Program

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

Agency ( ) STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY
Agency C/P/L/P2/E	Salesperson Phone# 215-568-6540
Flight Dates 10/10/2012 - 10/16/2012	Salesperson FAX# 215-568-1845
Hiatus Weeks	

Line	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
45 SU 7A-8A Buyline Comment: SUN TODAY	:30 \$500.00	10/14-10/14	1	1	1	\$500.00	
46 SU 8A-9A Buyline Comment: MTP	:30 \$1,300.00	10/14-10/14	1	1	1	\$1,300.00	
47 SU 9A-930A Buyline Comment: NEWS	:30 \$500.00	10/14-10/14	1	1	1	\$500.00	
48 SU 930A-10A Buyline Comment: CM	:30 \$500.00	10/14-10/14	1	1	1	\$500.00	
49 SU 530P-830P Buyline Comment: SNF	:30 \$6,500.00	10/14-10/14	1	1	1	\$6,500.00	
50 SU 11P-1135P Buyline Comment: NEWS	:30 \$1,000.00	10/14-10/14	1	1	1	\$1,000.00	

**—SALES MONTHLY TOTALS—**

Oct 12: 114 / \$86,250.00

Sales Totals: 114 / \$86,250.00

Station Totals: 114 / \$86,250.00

Lines not sent/reld/rtrn: 0 / \$0.00

**—COMPETITIVE—**

Market Totals

\$278,225

CATV 0%

KBLR 0%

KINC 0%

KLAS 31%

KSNV 31%

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WASHINGTON, DC 20007

Agency C/P1/P2/E  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks

	KTNV	KTUD	KVCW	KVMY	KVVU
XXXX	17%	1%	1%	2%	17%
XXXX	0%				

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

—COMPETITIVE COMMENTS—  
NEW ORDER  
EST SHARES - KTUD IS LESS THAN 1

Books NOV12  
Demos RA35+

— CREDIT RISK —  
CASH IN ADVANCE